

TABLE 4 - FROM THE GROUND UP! STARTING YOUR OWN CLEAN CITIES COALITION

The process of becoming a designated Clean Cities coalition is just that...a process. It takes time to survey the current local AFV market situation, gather the key players, secure their commitments as stakeholders, develop an organizational structure, and determine goals and priorities. Coalitions will often spend more than a year or two laying the groundwork. As many coalitions will attest to, though, taking the time to build a market foundation, secure commitments and develop a detailed plan of action will help to ensure your coalition's success.

I. The Clean Cities Designation “Application”

- A. Program Plan – the guiding force of your Clean Cities coalition. The program plan is your coalition's market development plan to increase the number of AFVs on the road and the refueling or recharging infrastructure to support them. It outlines your goals and objectives, and is one important way your coalition can illustrate the commitment and support that has grown from the Clean Cities effort building in your community.
 - 1. Background Section – includes a description of the area, a general overview of the AFV market situation and the coalition activities to date
 - 2. Goals and Objectives – the real “heart” of the program plan; outlines what the coalition plans to accomplish and how, and who is responsible
 - 3. Organization/Contact – outlines the coalition's committee structure, identifies committee members, and includes a list of stakeholder organizations as well as coalition members with contact information.
- B. Memorandum of Understanding (MOU) – a written agreement confirming an understanding of the activities and responsibilities outlined in the program plan. Stakeholders will sign the MOU at the designation ceremony as a way to signify their stakeholders' commitments to the Clean Cities program and AFV market development. DOE provides coalitions with a standard MOU once they near approval for designation. It is not a binding contract and cannot be used to obligate or commit funds.

II. Designation Process

- A. Resources
 - 1. *Roadmap to Clean Cities* – the essential guidebook! It describes the entire program plan development process in detail and includes specific descriptions of Clean Cities Program criteria, as well as helpful hints on writing a program plan.
 - a. Can be found on the Clean Cities Web site, www.ccities.doe.gov
 - b. Available through the Clean Cities hotline, **800-CCITIES**.

2. DOE Regional Clean Cities Contact

- B. Approval Process – Program plans must be reviewed and approved by the DOE Regional Office Clean Cities Contact before they are submitted to DOE headquarters for final designation approval.

III. Helpful Hints

- A. Details, details, details! The more detail in the plan and the more time developing specific objectives, the better the plan of action will be; stakeholders won't have to go back and figure out how to reach a certain goal and who's going to do what; everything will be clearly outlined.
- B. Talk to other coalitions who have recently been approved.
- C. Work closely with your DOE Regional Office Clean Cities Contacts – they've been through the process many times before!